

**REGULAR MEETING OF THE MARIN COUNTY TRANSIT DISTRICT BOARD
OF DIRECTORS HELD MONDAY, AUGUST 17, 2009 AT 10:00 A.M.**

Roll Call

Present: Second Vice President Adams; Vice President Arnold; President Brown; Director Kellner; Director Kinsey; Director Moulton-Peters

Absent: Director Heller; Director McGlashan

Director Brown opened the meeting at 10:08 a.m.

1. *Open time for public expression, limited to three minutes per speaker, on items not on the Transit District's agenda.*

Jory Prum of Fairfax addressed the Board and noted that the new fareboxes had been installed as promised. He asked for an update on the new Period Passes. He presented some basic information on how Marin Transit could coordinate with Google Transit. President Brown asked General Manager Rzepinski if Marin Transit presently used a similar technology. Rzepinski responded that the AVL RFP has an add-on option that should link up with Google Transit.

2. *Approval of Minutes for July 13, 2009.*

**Second Vice President Adams made a motion to approve the minutes.
Director Kinsey seconded the motion.**

Vote: Motion carried 6-0
**AYES: Second Vice President Adams, Vice President Arnold,
President Brown, Director Kellner, Director Kinsey, Director
Moulton-Peters**
ABSENT: Director Heller; Director McGlashan

3. *Board of Directors' Matters.*

President Brown asked if any members wished to speak at this time. The Board deferred to the General Manager.

4. *General Manager's Oral Report*

General Manager David Rzepinski indicated that the board packet includes monthly monitoring reports for both May and June of 2009. He stated that these reports contain the first statistics relating to Marin Transit's operation of the Muir Woods Shuttle. He pointed out that for the fiscal year ending in June 2009, there was a slight drop in overall ridership for all of Marin Transit's services of 1.2%. He noted that such a small change was probably due to current economic conditions. He directed the Board to review a letter received from Congresswoman Woolsey in response to the Board's letter requesting that she promote public transit funding (HR 2454).

Mr. Rzepinski provided an update to the Board regarding Marin Transit's grant submission to the Metropolitan Transportation Committee (MTC) for increased New Freedom funding to continue to support Paul Branson, Marin Transit's Mobility Manager and a volunteer driver program for seniors. He said he would keep the Board informed regarding the status of the application.

Mr. Rzepinski reported that the Novato Dial-A-Ride began with a soft launch on August 1st and that the service has been popular with weekend riders. He stated that Marin Transit will work with Board members and the City of Novato to complete a targeted marketing campaign to increase the visibility of the service.

Mr. Rzepinski discussed the hard launch of Marin Transit's Period Pass Program through Golden Gate Transit. He indicated that staff have drafted a press release, that signs have been designed and ordered for marketing on the buses, and that a date for a press conference at the San Rafael Transit Center was being coordinated with Mary Currie at Golden Gate Transit. Mr. Rzepinski stated that these passes will be offered for sale at a wider range of locations in the near future.

Mr. Rzepinski relayed that Marin Transit has worked with the Transportation Authority of Marin's (TAM) to reach out to those who may have been disenfranchised by the cancellation of the Muir Beach Dial-A-Ride service. He stated that TAM completed a survey of the people who participated during the public review process and informed them of other options under TAM's Vanpool and Schoolpool programs.

Mr. Rzepinski reported that Marin Transit's Senior Transportation Planner, Lauren Gradia, was asked to present at the Multimodal Operations Planning Workshop in Salt Lake City on Marin Transit's Community Shuttle Program. He wanted to point out to the Board that Ms. Gradia is now viewed as an expert in this transit specialty and wished to acknowledge all her hard work in creating Marin Transit's Community Shuttle Program. He also commended Marin Transit's intern, Aviva Laurenti, for all of her outstanding work over the year on

Marin Transit's Short Range Transit Plan, service reduction strategies, and the four American Reinvestment and Recovery Act (ARRA) grant applications.

Director Kinsey asked about increased local interest in Marin Transit service in light of the loss of Novato's school bus funding. Mr. Rzepinski responded that the youth pass program and the period passes were designed to help students use Marin Transit during the school year. He acknowledged that the elimination of yellow school bus in Novato may increase demand, but Marin Transit does not have the funding to increase capacity at this time. Director Kinsey encouraged Marin Transit to open a dialogue with the County Office of Education regarding consolidation of bell times and other details that may improve school transportation coordination county-wide. First Vice President Arnold asked for clarification on the federal law that does not allow transit districts to replace school bus service, thus competing with the private sector. Mr. Rzepinski noted that any member of the public is allowed to use Marin Transit's existing service.

Director Kellner stated that an effort should be made to see if there is another way to address school service needs on a county-wide basis. Second Vice President Adams stated that the Board was clear that Marin Transit was not going to backfill yellow school bus service. She stated that this situation is a good opportunity to train and encourage new transit riders to use existing services. Director Moulton-Peters asked how Marin Transit communicates information about existing services and programs to students. The Director of Operations, Amy Van Doren, explained that most school districts have a transportation coordinator that receives custom information from Marin Transit to mail to students within their district before the start of each semester. Marin Transit staff also meet with the school coordinators twice a year and obtains their updated bell times.

President Brown emphasized that a flyer in a back-to-school packet would not be enough to educate or motivate most students to try transit, so he suggested that Marin Transit make it easy for potential riders and continue to market directly through the schools throughout the semester. Mr. Rzepinski agreed that would be ideal, but cautioned the Board that there is no marketing funding or staff support to allow for such an effort. He also stated that he was happy to engage in any effort that would help county-wide school coordination, but was limited in what he could offer by the federal legal mandate. Jory Prum suggested that traditional methods of press releases, posters on the buses, etc., were sound marketing, but to reach the youth pass generation, Marin Transit should be using Facebook, Twitter and other systems to communicate their message.

5. *West Marin Transit Needs Assessment Final Report*

General Manager Rzepinski introduced to the Board what he referred to as another exceptional planning document, the West Marin Needs Assessment,

created in partnership with Nelson/Nygaard Consulting. He welcomed Bonnie Nelson and thanked her for making a presentation of the findings.

Ms. Nelson identified the key elements of the report as follows:

1. Evaluate the existing transit services in West Marin;
2. Identify the additional needs of residents and visitors; and
3. Provide recommendations to address service gaps.

The specific recommendations included:

1. Protecting existing service;
2. Increasing bicycle capacity;
3. Improving bus stops;
4. Improving vehicle communication;
5. More frequency;
6. Earlier and later service;
7. Extension to Sausalito Ferry;
8. Parking management program in Stinson Beach;
9. Service to Coastal Health Alliance Clinic (deviation only); and
10. Extend service to National Park Service Hostel.

The future recommendations included:

1. Point Reyes to Nicasio to Terra Linda Kaiser-Novato/Sutter;
2. Point Reyes to Petaluma;
3. School bus space available for service to Bodega, Tomales;
4. Signage;
5. Marketing partnerships with parks and businesses; and
6. To inventory bus stops.

Director Moulton-Peters asked how students from Muir Beach get on the Stage. Ms. Nelson responded that as of now, they must travel to Stinson Beach. Director Kinsey stated that TAM is trying to find a solution for this connection because it takes students longer to travel to Stinson than to go to Mill Valley. Ms. Nelson credited the Board by saying that Marin Transit has tried different ways to serve the small demand out at Muir Beach and that traditional transit options may never work with this population. She praised Director Kinsey and TAM for exploring other alternatives to solve the problem.

Director Kinsey thanked Marin Transit and Nelson/Nygaard Consultants for the report and wished to point out that the system is working very well. He went on to state that there was not much money to improve these services and due to the expected lack of funding for the immediate future, partnering opportunities with the National Park Service and Muir Beach, Stinson Beach, and the National Seashore are where Marin Transit should invest their time. He also asked staff

to work with the private bike shops to solve the bike capacity challenge and study whether removing a seat for bike hooks would be a viable solution. He supports the TransLink expansion and better communications between vehicles. Lastly, he emphasized that marketing would be the key to attracting more riders and asked the Board to consider how to increase marketing funds for all Marin Transit services.

Director Kinsey made a motion to accept the report. Vice President Arnold seconded the motion.

Vote: Motion carried 6-0
AYES: Second Vice President Adams, Vice President Arnold, President Brown, Director Kellner, Director Kinsey, Director Moulton-Peters
ABSENT: Director Heller; Director McGlashan

6. *Contract with Mentor Engineering to Provide Mobile Data Terminals*

Second Vice President Adams made a motion to authorize the President to execute the agreement for the period from August 17, 2009 through June 30, 2010. Vice President Arnold seconded the motion.

Vote: Motion carried 6-0
AYES: Second Vice President Adams, Vice President Arnold, President Brown, Director Kellner, Director Kinsey, Director Moulton-Peters
ABSENT: Director Heller; Director McGlashan

7. *Resolution Authorizing Federal Funding Under FTA Section 5311*

Second Vice President Adams made the motion to approve the resolution. Director Kellner seconded the motion.

Vote: Motion carried 6-0
AYES: Second Vice President Adams, Vice President Arnold, President Brown, Director Kellner, Director Kinsey, Director Moulton-Peters
ABSENT: Director Heller; Director McGlashan

Director Brown adjourned the meeting at 11:06 a.m.

The next regular Transit District meeting is scheduled on September 21, 2009 at 10:00 a.m.

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PRESIDENT

ATTEST:

BOARD SECRETARY